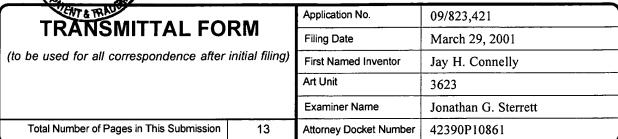
IFW 3623



Total Number of Pages in This Submission	on 13	Attorney Docket Number	42390P10861			
ENCLOSURES (check all that apply)						
Fee Transmittal Form	Drawing(s)		After Allowance Communication to Group			
Fee Attached	Licensing-r	elated Papers	Appeal Communication to Board of Appeals and Interferences			
Amendment / Response	Petition		Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)			
After Final Affidavits/declaration(s)	Petition to Convert a Provisional Application		Proprietary Information			
Extension of Time Request	Power of Attorney, Revocation Change of Correspondence Address		Status Letter			
Express Abandonment Request	Terminal Disclaimer		Other Enclosure(s) (please identify below):			
Information Disclosure Statement	Request for Refund		Return Receipt Postcard			
PTO/SB/08	PTO/SB/08 CD, Number of CD(s)					
Certified Copy of Priority Document(s)						
Response to Missing Parts/ Incomplete Application  Basic Filing Fee  Declaration/POA  Response to Missing Parts under 37 CFR 1.52 or 1.53	Remarks					
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT						
Firm or Individual name  Signature  Thomas M. Coester, Reg. No. 39,637  BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP						
Date April 26, 2005						
CERTIFICATE OF MAILING/TRANSMISSION						
I hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.						
Typed or printed name Lillian E. Rod riguez						
Signature Date April 26, 2005						

Based on PTO/SB/21 (04-04) as modified by Blakely, Solokoff, Teylor & Zafman (wfr)06/04/2004.) SEND TO: Commissioner for Patents. P.O. Box 1450, Alexandria, VA 22313-1450



## Complete if Known FEE TRANSME Application Number 09/823,421 for FY 2005 Filing Date March 29, 2001 Patent fees are subject to annual revision First Named Inventor Jay H. Connelly **Examiner Name** Jonathan G. Sterrett Applicant claims small entity status. See 37 CFR 1.27. Art Unit 3623 TOTAL AMOUNT OF PAYMENT (\$) 0.00 Attorney Docket No. 42390P10861 METHOD OF PAYMENT (check all that apply) ☐ Check ☐ Credit card ☐ Money Order ☒ None Other (please identify): Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP Deposit Account Deposit Account Number: <u>02-2666</u> For the above-identified deposit account, the Director is hereby authorized to: (check all that apply) Charge fee(s) indicated below, except for the filing fee ☐ Charge fee(s) indicated below Charge any additional fee(s) or underpayment of fee(s) ★ Credit any overpayments under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20. **FEE CALCULATION EXTRA CLAIM FEES** Extra Fee from below FeePaid Total Claims 27" \$0.00 0 50.00 Independent Claims 3 200.00 \$0.00 0 Multiple Dependent Large Entity Small Entity Fee Fee (\$) Fee Description (\$) Code Code 50 25 Claims in excess of 20 1202 1201 2202 2201 200 Independent claims in excess of 3 100 360 180 Multiple Dependent claim, if not paid 1203 2203 \*Reissue independent claims over original patent 2204 1204 300 150 \*\*or number previously paid, if greater, For Reissues, see below \*\*Reissue claims in excess of 20 and over original patent 1205 2205 SUBTOTAL (1) (\$) 0.00 **ADDITIONAL FEES** Large Entity **Small Entity** Fee Code Fee (\$) Fee Code Fee (\$) Fee Description Fee Paid 1051 130 2051 Surcharge - late filing fee or oath 1052 Surcharge - late provisional filing fee or cover sheet. 50 2052 2053 130 2053 130 Non-English specification 1251 120 2251 ഞ Extension for reply within first month

Other fee (specif	SUBTOTAL (2)		(\$)		
SUBMITTED B	Υ			Com	plete (if applicable)
Name (Print/Type)	Thomas M. Coester	Registration No. (Attorney/Agent)	39,637	Telephone	(310) 207-3800
Signature	Thomas Colotes		•	Date	04/26/05

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2402

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2460

1807

1806

1809

225

510

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250

1,510

50

180

395

Extension for reply within second month

Extension for reply within third month

Extension for reply within fifth month

Filing a brief in support of an appeal

Processing fee under 37 CFR 1.17(q) Submission of Information Disclosure Stmt

Petition to institute a public use proceeding

Filing a submission after final rejection (37 CFR § 1.129(a))

For each additional invention to be examined (37 CFR § 1.129(b))

Notice of Appeal

Request for oral hearing

Petitions to the Commissioner

Extension for reply within fourth month



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	
Jay H. Connelly	Examiner: Jonathan G. Sterrett
Application No. 09/823,421	Art Group: 3623
Filed: March 29, 2001	)
For: System and Method for Fransparently Obtaining Consumer Preferences for Products, Product Features	) ) ) )

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action mailed February 11, 2005, in connection with the above referenced patent application, Applicant respectfully request entry of the following amendments and requests reconsideration in view of the following remarks.